Impact of Service Quality on Behavioural Intention to Use Fin Tech Payment Services: An Extension of SERVEQUAL Model

Vikas Sharma[a], Sanjay Taneja[b,*], Munish Gupta[c], KshitizJangir[d], Ercan Ozen[e]

[a] Ph.D., USB, Chandigarh University, India
[b] Associate Professor, DOMS, Graphic Era deemed to be University, India
[c] Ph.D., USB, Chandigarh University, Mohali, Punjab, India
[d] Ph.D., Manipal University, India
[e] Associate Professor, Department of Finance and Banking, University of Usak, Turkey

A B S T R A C T

The study aims to determine the impact of quality outcomes on behavior intentions in Financial Technology (FinTech) payment services. The study is focused on the development and testing of the impact of the SERVQUAL model on the TAM, i.e., Technology Acceptance Model for the measurement of the behavioral intention of users to use fintech payment services. The sample entails 578 specific survey responses from northern India from October to December 2022. The respondents were users of FinTech. The PLS-SEM technique was employed to explain the implementation process. Consequently, it discovered a significant relationship between the SERVQUAL models and the impact on behavioral intentions identified by TAM. The study will provide insight into the factors that impact the quality outcomes and adoption of Fintech payment services to the providers. The paper demystifies FinTech payment services in the range of perception of service quality outcomes and provides essential theories. The TAM model reflects the customer's sense of satisfaction, usefulness, and attitude. In contrast, the SERVQUAL model demonstrates the user's assessment of service quality outcomes such as quality, trust, security, and service quality positively affects behavioral intention in FinTech payment services.

Keywords: TAM, SERVQUAL Models, Financial Technology, FinTech Payment Services, Quality Outcomes, Behavioural Intentions, Structural Equation Modeling

*Corresponding Author. E-mail: drsanjaytaneja1@gmail.com

Ⅰ. Introduction

FinTech, a grab phrase for technology that assists financial services, has considerably improved the global digital financial system, especially in emerging and developed countries. (Karim et al., 2022) (Mention, 2019). Furthermore, the growth of companies using financial technology has increased the number of alternative financing options (Ziegler et al., 2020). As they enable businesses in a primary market to perform their operations and have developed a secondary market for financial service providers over time, financial corporations are frequently referred to as service providers (Alt et al., 2018). It offers new perspectives on financial services that improve the effectiveness of payment options in a transaction (Meyliana and Fernando, 2019).

Service quality heavily impacts behavioral intentions to use FinTech payment systems and is significant (Lim et al., 2019). Service quality is an essential factor affecting customers perceptions and expectations of the service (Groth and Dye, 1999), ultimately impacting their behavioral intention to use it. Service quality is interpreted as the extent to which a customer's expectation is fulfilled or exceeded. For FinTech payment facilities, consumers expect the service to be reliable, secure, user-friendly, and efficient. The better the service quality, the more the service usage, adoption, and recommendation will happen (Rita et al., 2019).

This study aims to see if quality outcomes influence behavior intentions in FinTech payment services. This research will construct a conceptual model based on the well-known TAM and SERVQUAL models. (Dishaw and Strong, 1999). The planned model significantly contributes to the high volume of investigation on technology services, and it will be used to measure payment services' behavioral intention for using FinTech payment services. A theoretical framework for investigating the elements that explain software PLS-SEM and its relationship to user performance is provided by TAM. TAM focuses on users attitudes toward using a specific technology, which they form based on the technology's perceived benefits, attitudes, and behavioral intentions.

The study has discovered that the primary factors influencing FinTech payment services among the Indian population are quality outcomes and behavioral intention (Daragmeh et al., 2021)—the procedure for implementing new technologies. The TAM (Technology Acceptance Model) is the most widely used study model. As a result of TAM, is composed of numerous variables that reflect performance objectives and usage of a tech. Perhaps the most widely used measure for assessing service quality is SERVQUAL, which was created in the mid-1980s (Parasuraman et al., 1988). In the previous two decades, Fin Tech service has used SERVQUAL. (Jünger and Mietzner, 2020) However, when a certain provider carries on, evaluation of service is the goal of the research (Gounaris and Dimitriadis, 2003).

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of the research (Gounaris and Dimitriadis, 2003).

The survival and development of financial technology depend on quality outcomes and behavioral intention constructs, which are also essential to an organization's overall management for long-term growth. Given that behavior intentions (BI) and quality outcomes (Qo) act in nexus with the other factors, which leads to the satisfaction of customers (Žabkar et al., 2010).

Ⅱ. Review of Literature

The emergence of FinTech payment services has revolutionized the financial era, prompting a significant shift in consumer behavior and expectations regarding financial transactions (Lee and Shin, 2018). Central to the adoption of these services is the perceived quality, which plays a pivotal role in shaping behavioral intentions (Kim et al., 2008). The SERVQUAL model, proposed by Parasuraman et al. (1988), serves as a foundational framework for assessing service quality across various dimensions, including tangibles, reliability, responsiveness, assurance, and empathy. Extending the SERVQUAL model, researchers have explored its applicability in the context of FinTech services. For instance, Zhou (2012) highlighted the significance of security and privacy, particularly in mobile payment systems, suggesting an adaptation of the SERVQUAL model to include these factors. Additionally, the study by Lim et al. (2019) incorporated trust as a critical component, arguing for its influence on the perception of service quality and subsequent behavioral intentions.

The Success of financial technology (FinTech) platforms is primarily influenced by two pivotal elements: the caliber of financial services they offer and the ease of use of their technology. A deficiency in either can deter people from utilizing these platforms. Numerous studies have delved into the reasons behind individuals' decisions to adopt or reject technological solutions in the financial domain. A widely recognized model that aids in understanding this behavior is the Technology Acceptance Model (TAM). This model evaluates technology based on its perceived usefulness and ease of use, and it has been applied in various scenarios to elucidate consumer behavior. Researchers have extended the TAM by integrating additional components, such as service quality. For instance, attributes like reliability and promptness are crucial in mobile payment applications. These enhancements illuminate how service quality impacts customer satisfaction and the propensity to embrace the technology. Nevertheless, there is a research lacuna regarding how external factors like service quality specifically interplay with the TAM in the context of FinTech. Service quality is of paramount importance; it encompasses the platform's performance, reliability, security, and overall user experience. Superior service quality in FinTech not only encourages usage but also promotes recommendations to others. Conversely, subpar service quality can lead to various perils, including eroded trust and reduced adoption rates. Problems such as data breaches or unauthorized access can have especially detrimental effects. Hence, it is crucial for a FinTech platform to prioritize high-quality services to maintain its user base and attract new users, ensuring its enduring Success.

The study (Daragmeh et al., 2021) indicates that the main factors driving the adoption of FinTech payment services among the Indian populace are quality outcomes and behavioral intention—the process of adopting new technologies. The TAM is the most prevalently employed model in these studies. It consists of various variables that denote perform-

ance objectives and technology usage. A commonly used benchmark for gauging service quality is SERVQUAL, developed in the mid-1980s (Parasuraman et al., 1988). Over the past two decades, FinTech services have utilized SERVQUAL (Jünger and Mietzner, 2020). However, the focus of the research is on the assessment of service quality when a specific provider is in question (Gounaris and Dimitriadis, 2003).

Consequently, the sustainability and growth of financial technology hinge on the constructs of quality outcomes and behavioral intention, which are also integral to an organization's comprehensive management for sustained expansion. Behavioral intentions (BI) and quality outcomes (Qo) interact with other factors, culminating in customer satisfaction (Žabkar et al., 2010).

Integrating TAM with extended versions of SERVQUAL, researchers have sought to understand the nuanced interplay between service quality and behavioral intention in the FinTech domain (Chen and Barnes, 2007; Oliveira et al., 2016). Empirical studies have consistently demonstrated a positive correlation between service quality and behavioral intention to use FinTech payment services. For example, Hanafizadeh and Khedmatgozar (2012) found that enhanced service quality led to increased satisfaction, which in turn influenced the intention to continue using online banking services. Similarly, Kim et al. (2017) observed that factors like system quality and information quality significantly affected users' intentions to adopt mobile wallet services.

Despite the known factors, there is still a significant gap in understanding all the various factors that influence the usage of FinTech payment services. TAM has been widely used in fields like information systems, marketing, and consumer behavior to study and explain technology usage behaviors, suggesting its relevance and applicability in diverse contexts
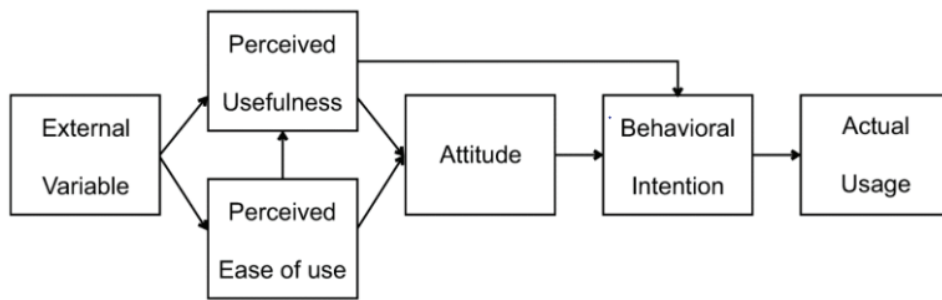
The actual use of technology is defined by behavioral intention (BI), which, following TAM, establishes technology adoption. Perceived ease of use (EoU), use-related attitudes (A), and perceived usefulness (UF), as well as their impact on BI. BI has a direct impact on EoU and UF. According to TAM, external factors have an effect on how usefulness and simplicity of use are regarded. As a result, UF and A mediate how external factors affect users' attitudes and behavioral intentions and, consequently, how the system is used.

Ⅲ. Prerequisite Theory, Research Development, Hypotheses

3.1. Technology Acceptance Model (TAM)

The essay creates a research context based on TAM. (Miltgen et al., 2013) Might be the most used approach for measuring TAM in the FinTech payment services industry. The high level of acceptability and significance has been established in prior works (Lim et al., 2019) (Alharbi and Drew, 2014), confirming the cogency and reliability of TAM constructs to predict FinTech payment services acceptance in Indian Ethos. Regarding FinTech payment services, TAM has also been adopted and tested (Shaikhet al., 2020). At the same time, TAM in the domain of information systems and technology is a well-known and tried hypothesis. There hasn't been much focus on utilizing TAM to anticipate and explain how FinTech payments are used so far. (Setiawanet al., 2021).

TAM was initially discussed by Davis as the idea of technological acceptance (Legris et al., 2003). According to TAM, acceptance of a novel IS can

<Figure 1> The technology acceptance model (Davis, 1989; Pfeffer et al., 1982; Sholikah and Sutirman, 2020)

be anticipated using users' behavioral intentions (BI), attitudes towards usage (A), and two additional internal opinions, as shown in <Figure 1>: perceived utility (UF). According to Davis, perceived utility is "the potential user's subjective likelihood of using a certain application system."

The actual use of technology is defined by behavioral intention (BI), which, following TAM, establishes technology adoption. Ease of Use (EoU), use-related attitudes (A), and perceived usefulness (UF), as well as their impact on BI. BI has a direct impact on EoU and UF. According to TAM, external factors have an effect on how usefulness and simplicity of use are regarded. As a result, UF and A mediate how external factors affect users' attitudes and behavioral intentions and, consequently, how the system is used.

The Technology Acceptance Model (TAM) suggests that the key factors influencing technology adoption are rooted in two main beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). These beliefs are based on users' evaluations of whether technology will enhance their job performance and how user-friendly and effortless to use the technology is. When users perceive a technology as beneficial and easy to use, they are more likely to adopt and use it. On the other hand, if a technology is perceived as complicated or not useful, users are likely to avoid it.

3.2. The SERVQUAL Model

Evaluation of customer service quality is often a complicated process. Consequently, many ways to measure service quality have been recommended. (Brady and Cronin, 2001). SERVQUAL, used in the evaluation of marketing services, is one of the most well-known models by Parasuraman et al. (1985, 1988). The model is based on how distinct the service level is from what the customer wants. At first, eight criteria were suggested for measuring service quality: responsiveness, courtesy, reliability, competence, communication, access, credibility, understanding the consumer, security, and tangible. That is based on how distinct the actual service level is from what the customer wants. After that, these were cut down to five: responsiveness, empathy, tangibles, reliability, and assurances. The characteristics above are generally acknowledged as significant facets of service quality, although many academics have questioned whether they are relevant when assessing the quality of industrial services (Cronin and Taylor, 1992; Finn and Lamb, 1991)—for example, Cronin and Taylor (1992).
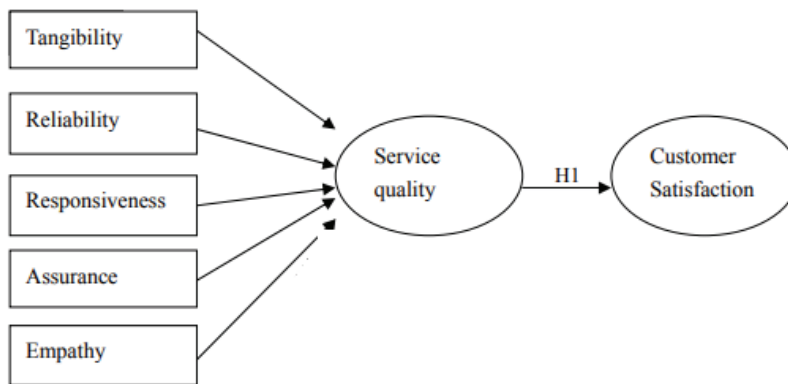
<Figure 2> SERVQUAL Model (Souca, 2011) (Parasuraman et al., 1991)

3.3. Proposed Research Model

The SERVQUAL model is one such method, assessing service quality by comparing the gap between customers' expectations and their actual experiences. This model contends that the discrepancy between what customers anticipate and what they actually receive defines service quality.

On the other side, the Technology Acceptance Model (TAM) delves into how consumers perceive the benefits and user-friendliness of technology. These perceptions shape their attitudes and, ultimately, their behavior toward adopting the technology (Gupta et al., 2023). The quality of the actual service can markedly affect users' perceptions of a technology's utility and ease of use. Superior service quality, characterized by reliability, responsiveness, assurance, empathy, and an aesthetically pleasing presentation, can enhance the perceived usability and usefulness of a technology.

SERVQUAL is considered an external factor influencing TAM's two core constructs: perceived ease of use and perceived usefulness. These constructs can be shaped by various external variables, ranging from personal traits like technological self-efficacy and innovativeness to organizational elements such

as support and training. Fred D. Davis and his colleagues (1989) postulated that these external factors could shape users' beliefs about the ease of use and usefulness of a technology. This influence has been consistently corroborated by research, including studies by Venkatesh and Davis (2000), Shang et al. (2005), Jang et al. (2009), Burton-Jones and Hubona (2006), and Amoako- Gyampah and Salam (2004).

In a study, Devraj et al. (2002) measured consumer satisfaction with the EC channel through constructs prescribed by three established frameworks, namely the Technology Acceptance Model (TAM), Transaction Cost Analysis (TCA), and Service Quality (SERVQUAL) and identified that TAM components—perceived ease of use and usefulness—are important in forming consumer attitudes and satisfaction with the EC channel. In another study by AL-Nawafleh et al. (2019) proposed that telecommunication establishments to the firm-up interconnection between service quality and utilization purposes. Adopting the integrated SERVQUAL and TAM model, the researcher identified that usefulness and ease of use had been disregarded in numerous writings in light of TAM, and in view of the survey discoveries, there is a positive connection between
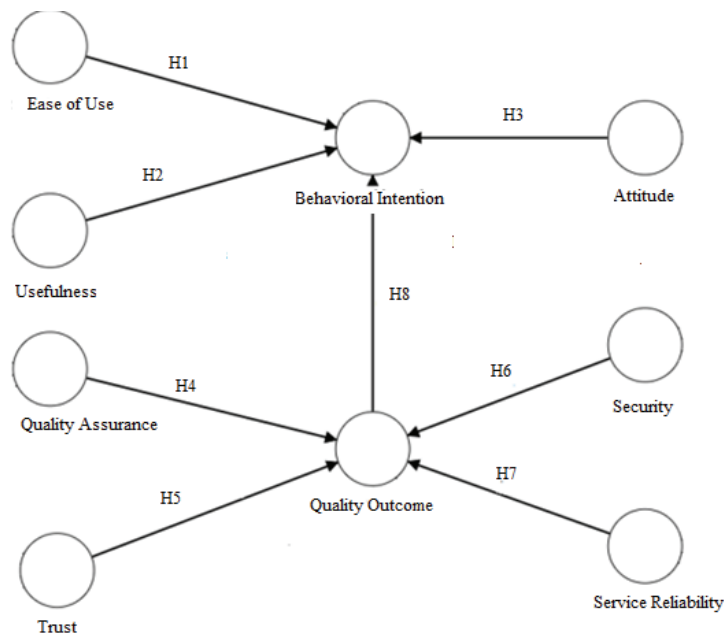
<Figure 3> Proposed Model & Hypothesis

service quality, subjective norms, perceived ease of use and perceived usefulness service.

Customers evaluate service quality through five key dimensions or factors, which provide a comprehensive assessment of their service experience: Reliability (R): This dimension focuses on the consistent, accurate, and dependable delivery of services by the service provider. It encompasses the provider's ability to keep promises, offer reliable and precise information, and carry out services in a timely manner. Responsiveness (RES): Responsiveness pertains to the service provider's capacity to promptly and attentively assist customers. It involves the willingness of the provider to help, their responsiveness to customer queries and complaints, and their efficiency in resolving customer issues. Assurance (ASS): Assurance covers aspects related to building trust and confidence with customers. It includes delivering accurate information and exhibiting professionalism and competence in service delivery.

Empathy (EMP): In this dimension, the service provider demonstrates care, understanding, and personalized attention to the customer's needs. It involves the provider's ability to comprehend and address customer concerns, active listening, and empathizing with customers' emotions and feelings. Tangibles (TAN): Tangibles relate to the visual aspects of a service, encompassing the physical evidence of facilities, equipment, and personnel. This dimension includes factors such as the cleanliness and visual appeal of the service facility, the condition of the equipment used in service delivery, and the presentation and grooming of service personnel.

Created the Prerequisite Theories (TAM and SERVQUAL models) have extensively discussed the creation of a sense of acceptance of FinTech payment services. The identified factors shape behavioral intentions to use TAM with the confidence to utilize the system and improve FinTech payment services. The technology acceptance model or TAM comprises

several factors that directly and indirectly reflect both behavioral intentions and technological use (Schepers and Wetzels, 2007). The SERVQUAL model's impact on behavioral intentions identified by TAM has been studied; the basic purpose of the study is depicted in <Figure 3>. Understanding how to increase service quality to positively influence behavioral intentions (Muhammad Butt and Cyril de Run, 2010). The constructs under SERVQUAL have been adopted based on studies (Mokhtar et al., 2018; Singh et al., 2020; Yoon et al., 2020) in the fintech services sector.

3.4. Hypothesis

3.4.1. Ease of Use (EoU)

The level of user-friendliness in a service plays a pivotal role in how effectively users can complete tasks, especially when dealing with time-sensitive financial needs. A service that is intuitive and easy to grasp enables users to become proficient in its use quickly. The perception of a service's user-friendliness has a direct impact on how users assess the value of FinTech payment services (Sharma et al., 2023). An easily navigable service aligns with users' expectations, minimizes adoption barriers, and enhances their ability to carry out financial tasks with efficiency. The concept of perceived usefulness relates to how users perceive the benefits of a technology or service in fulfilling their specific needs and tasks. When users see FinTech payment services as valuable tools that simplify their financial transactions, they are more inclined to embrace and utilize them (Wijayanti et al., 2017). Users greatly appreciate services that streamline and enhance the efficiency of their tasks (Tao et al., 2008). Importantly, it's worth noting that the perceived ease of use significantly influences users' perception of usefulness and their

intention to continue using such services. On the flip side, if users find a technology or service overly complex or challenging to use, they are likely to view it as less useful or valuable (Kuo and Yen, 2009). Consequently, they may be less inclined to adopt the technology or service in the future.

> *H1: Perceived ease of use positively affects Behavioural intention to use FinTech payment services.*

3.4.2. Usefulness(Uf)

"Useful" has been defined as "capable of being used advantageously." In a company environment, people were evaluated or rewarded with increases, promotions, bonuses, and other benefits for their strong performance (Davis, 1989; Pfeffer et al., 1982). Usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance". In turn, a structure with great usefulness is one where the user trusts there is a favorable use-performance link (Frederick and Collopy, 1989). Therefore, usefulness has a major influence on customers' Behavioural intention (Hsu et al., 2006). While other studies supported that and centered on the importance of usefulness and perceived ease of use in TAM (Alhassany and Faisal, 2018; Mokhtar et al., 2018; Yoon et al., 2020). Furthermore, it has been said that many factors affect perceived usefulness (PU), such as PEOU, subjective norms, self-efficacy, technology, and price risk (Abdullah et al., 2016; Alhassany and Faisal, 2018; Dalvi-Esfahani et al., 2018; Mokhtar et al., 2018). This investigation will highlight the essential character of attitude as the mediator between PU and BI to use Fin Tech facilities. This study chooses the most influencing factors that significantly impact PU.

H2: Usefulness positively affects Behavioural intention to use Fin Tech payment services.

3.4.3. Attitude (A)

Attitude is a key factor in directing individuals' behavior in psychology (Bray et al., 2011). The attitude that stands in contrast to a person's intentions is level. which is a likable or unlikable estimation of executing the questioned behavior (Khang et al., 2012). According to that, a promising attitude is frequently an excellent forecaster of involvement in a specific behavior; a favorable attitude towards green items can drive green purchasing and consumption behaviors (Park and Lin, 2020). Positive-negative, beneficial-harmful, satisfying-unhappy, and pleasing-nasty differences all exist in attitudes about attention (Wang et al., 2020). Customers show a highly positive attitude toward FinTech payment services———as well as e-waste recycling and waste plastic (Dwivedy and Mittal, 2013). Many researchers showed that attitude positively affects intention.

H3: Attitudes have a positive impact on Behavioural intention to use Fin Tech payment services

3.4.4. Quality Outcome (Qo)

Qo has been described in various ways by various authors working in a variety of contexts. The term "customer perceived service quality" has been used (Qo), which is explained as the alignment (or disagreement) between a customer's opinion of the payment service they successfully obtained (Frimpong and Boateng, 2014). Introducing a customer's demands or prospects is how service quality is defined. This point of view on service quality has been con-

firmed (Su et al., 2008). The service quality theory is "a sort of attitude, linked to satisfaction, but not the exact thing," which comes from comparing outlooks with insights into performance.

H4: Quality outcomes positively affect Behavioural intention to use Fin Tech payment services.

3.4.5. Quality Assurance (QA)

Systematic processes and procedures are put in place to ensure that the FinTech payment services meet predefined quality standards. Quality assurance activities can encompass various aspects, including software testing, security measures, customer support, and compliance with regulatory requirements. A vital goal of this QA dimension is to provide technical quality at competitive rates (Nimako et al., 2012). It blends economics (value) and System quality (Kang and James, 2004). In terms of financial technology, providing technical excellence constitutes a core service. Therefore, consumers would anticipate receiving this quality component at a cost commensurate with the price they pay for it. Customers, therefore, want low costs from service providers while still receiving high technical quality. Customers are worth less if there is a disparity between the amount they pay for network services of the facilities they obtain. Thus, it is anticipated that the network quality of telecom service providers will impact total consumer satisfaction (Nunkoo et al., 2020). So, it's been suggested that:

H5: Quality assurance of services positively affects the Quality outcome of FinTech Payment Services.

3.4.6. Trust (T)

Trust was defined as "an interpersonal or inter-organizational state in which the parties can foresee one another's behavior, rely on one another when it matters, and have faith that the other will continue to act responsively despite an unclear future" (Zaltman and Moorman, 1988). Trust has been considered a key factor in reducing security risk and motivating consumers toward purchasing products or services (Al Hogail, 2018; Amin et al., 2014; Amin and Tarun, 2021; Eze et al., 2008; Salo and Karjaluoto, 2007). Furthermore, trust has a long-term effect on a consumer's purchase behavior. One factor influencing perceived usefulness is trust, particularly in an online setting where the people running the website are partially responsible for ensuring that users get the desired value from the user interface. No reason for customers to expect to gain any value from utilizing the interface if it cannot be trusted that the Webshop would act following their confident beliefs (Pavlou, 2003). Nowadays, individuals and technology systems and people and shopping agents can form a trusting connection that is not only between persons but between people and organizations (Lee and Turban, 2001).

H6: Trust Impacts the Quality of FinTech Payment Services positively.

3.4.7. Security(Sc)

The social aspect is the ninth. (Wu and Ko, 2013). The term "sociability" refers to the capacity for satisfying social interactions with others while engaged in a common activity that both parties find enjoyable (Baldacchino, 1995). Social experience should be distinguished from client engagement, which occurs during service delivery and after consumption. (Ko and Pastore, 2005). By way of a result, these constructs

are taken into account when determining service quality. As a result, we propose the following theory:

There hasn't been nearly enough investigation and study in this area. However, the report's findings show that stakeholders implement relatively few, if any, of the suggestions given during the security review. The literature was well-versed in both cryptography and encryption and the tools that go with them. A constrained selection of Fin Tech payment services was used to test these tools. Some of the findings suggest that these services have security flaws.

H7: Security impacts the Quality of FinTech Payment Services positively.

3.4.8. Services Reliability (SR)

This refers to the consistency and dependability of the FinTech payment services in terms of processing transactions, maintaining uptime, and ensuring that the services function as expected without frequent disruptions or errors. A reliable service is one that users can trust to work correctly and without unexpected interruptions. The perception of service reliability is strongminded by contrasting users' prospects of the services provided (Lewis and Mitchell, 1990). Service quality is the extent to which the level of service offered encounters customer prospects. Providing exceptional service requires continually meeting consumer expectations. (Yildiz and Yildiz, 2015). Perceived standards or reference points as the assessment derived from the comparison of consumer expectations for the service to the actualized service performance of FinTech payment services. (Bahia and Nantel, 2000).

H8: Service reliability impacts the Quality of

FinTech Payment Services positively.

3.5. Research Methodology

The study is quantitative and collects data using an online survey. This study designing constructs and measurements such as the TAM (Hsu and Lin, 2008) (Venkatesh et al., 2012) and consumer's perceived service quality offered by payment services concerning five dimensions of SERVQUAL scale was used for the research (Parasuraman et al., 1985).

3.6. Survey and Data Collection

The people were involved in individual customers using FinTech payment services. Six hundred fifty people were selected as a suitable sample size for the investigation. 578 of the 650 questionnaires sent out could be used, representing an 88.92% response rate. A self-administered, structured questionnaire with two main sections was developed and tested

<Table 1> Descriptive Figures

Demographics	Total respondents	% of Total Respondents
Gender		
Male	320	55.36
Female	258	44.63
Age (Yearly)		
20-24	107	18.51
25-30	157	27.16
31-35	180	31.14
46-50	89	15.39
50 and above	45	7.78
Annual Income (in INR)		
≤ 1.80 lacs	279	48.26
≥ 5.00 lacs	299	51.73

Note: Basis: Author Collations

on a group of 20 users, and improvements were made to make it a more useful tool. The sample size was reached using snowball sampling. A nominal scale is used in the initial section to identify the respondents' demographic data. Another section used a Likert response scale of seven points ranging from Strongly agree to strongly disagree (Jangir et al., 2022). This section includes TAM and SERVQUAL constructs.

Actions

The design and parameters of the study were derived from existing research in this domain. Nine constructs are measured using 34 measures derived from current research. <Table 2> shows the sources from which the accepted measures, constructs, and measurements are derived.

Ⅳ. Data Analysis and Model Specification

Using PLS-SEM, the research proposal model and predictions were assessed. The data analysis was carried out in the software Smart PLS 4. It is the correct approach to take if the purpose is to examine a conceptual model for the prediction that has been constructed and make sure that essential target constructs, like the "dependent variable," are understood. (Hair et al., 2019).

The trustworthiness test ensures that the scale is consistent. The decisive value of 0.7 compares the calculated Cronbach's alpha values for every notion (Hair et al., 2014). The scale's statistical validity is guaranteed by confirming both convergent and discriminant validity. When the AVE and CR values are larger than 0.5, or 0.7, correspondingly, the scale is said to have convergent validity. According to

<Table 2> Objects for Assessment

Construct and Source	Question and Measure
Behavioural Intention (Nunkoo et al., 2020) (Zhou et al., 2021)	How likely are you to tell your friends and family about services? (BI 1)
	Do you intend to switch to a better network to use its services? (BI 2)
	We will use FinTech payment services in the future. (BI 3)
	Their users' conduct inspires confidence in their services. (BI4)
Ease of Use (Chen et al., 2023)	Overall, rate your level of contentment.. (EoU1)
	What is the relationship between the services you received and your ideal payment service? (EoU2)
	FinTech payment services exceeded my Safety (EoU3).
	How do the FinTech payment services you received compare to your expectations? (EoU4)
Usefulness (Sholikah and Sutirman, 2020) (Davis, 1989)	FinTech payment services enhance my productivity (Uf1)
	With the aid of FinTech payment services, I can perform jobs quickly. (Uf2).
	FinTech payment service boosts my efficiency. (Uf3)
Attitude (Karim et al., 2022)	Have up-to-date Superiority application. (A1)
	Using payment services for shopping is a good idea. (A2)
	My decision to use FinTech payment services for shopping involves high risk. (A3)
	Are you happy with the Fin Tech payment services performance? (A4)
Quality Outcome (Seth et al., 2005) (Carman, 2000)	My interactions with other users have influenced my impression (Quality) of Fintech payment services positively. (Qo1)
	This FinTech payment service's overall quality satisfaction level is very close to my ideal. (Qo2)
	I am pleased with the business transaction payment service. (Qo3)
Quality Assurance (Nimako, 2012) (Silalahi et al., 2017)	Is the Success of Mobile Network Company (QA1)
	Delivers its service at the time it potentials to do so (QA2)
	Is Integration with device network quality (QA3)
	Overall, tell how satisfied you are with Utilities of cards(QA4)
Trust (Namahoot and Laohavichien, 2018)	I believe payments made through Fin Tech will be processed securely. (T1)
	It is secure (T2)
	I am confident regarding the security measurements offered by Fin Tech Payment Services (T3)
	I believe my personal information will remain private when utilizing the Services. (T4)
Security (Luarn and Lin, 2005)	Financial service The Fin Tech service is guaranteed to be safe. (Sc1)
	Once I use the FinTech service on my mobile device, the operating system is secure. (Sc2)
	Both supported and wireless networks are secure while utilizing the Fin Tech service. (Sc3)
	Devices provide adequate monetary deal sustenance performance for mobile Fintech services. (Sc4)
Service Reliability (Shankar et al., 2020)	The personnel give me prompt service (SR1)
	The security systems built into Fin Tech may not be strong enough to protect my account. Consistent in its performance Account settlement (SR2)
	Is the significance of services in general and the promotion of financial inclusion (SR3)
	The payment deal procedure is secure when I utilize the FinTech service. (SR4)

Note: Basis - Authors' Compilations

<Table 3> Construct Validity and Trustworthiness

	Cronbach's alpha	Composite reliability	Composite reliability (rho_c)	Average variance extracted
Attitude	0.888	0.893	0.922	0.748
Behavioural Intention	0.907	0.909	0.935	0.782
Quality Assurance	0.856	0.868	0.902	0.697
Quality Outcome	0.815	0.825	0.892	0.734
Ease of Use	0.918	0.919	0.942	0.802
Security	0.933	0.936	0.952	0.833
Service Reliability	0.874	0.88	0.914	0.727
Trust	0.911	0.914	0.937	0.788
Usefulness	0.905	0.906	0.94	0.84

Note: Source - Author's computation

<Table 4> R - Square

	R-square	R-square adjusted
BI	0.557	0.553
Qo	0.722	0.720

<Table 5> HTMT Discriminant Validity

	A	BI	Q	Qo	Sa	Sc	Se	T	Uf
Attitude									
Behavioral Intention	0.543								
Quality Assurance	0.342	0.385							
Quality Outcome	0.461	0.718	0.407						
Ease of Use	0.455	0.705	0.389	0.645					
Security	0.393	0.651	0.312	0.901	0.525				
Service Reliability	0.386	0.594	0.298	0.867	0.601	0.733			
Trust	0.38	0.425	0.493	0.465	0.434	0.402	0.414		
Usefulness	0.32	0.482	0.384	0.515	0.413	0.379	0.386	0.707	

Note: Basis - Authors' Accumulations

(Campbell and Fiske, 1959; Hair et al., 2014), AVE must be less than CR (<Table 3>).

R-squared can determine if a model is successful or unsuccessful (Juliandi et al., 2018). The model is considered substantial (strong) if the R2 (adjusted) worth is ≥ 0.75; modest (if the R2 (adjusted) worth is 0.50); and reduced (if the R2 (adjusted) value is 0.25). (poor).

The R-squared of the fulfillment of behavioral intentions is reasonable in <Table 4>, and the quality outcomes show strong dependability.

<Table 5> If the Heterotrait-Monotrait ratio of

<Table 6> The Factor Loadings are Shown in the Following Table

	A	BI	Q	Qo	Sa	Sc	Se	T	Uf
A1	0.879								
A2	0.841								
A3	0.874								
A4	0.866								
BI1		0.835							
BI2		0.907							
BI3		0.895							
BI4		0.898							
QA1			0.806						
QA2			0.836						
QA3			0.849						
QA4			0.848						
Qo1				0.902					
Qo2				0.904					
Qo3				0.755					
EoU1					0.906				
EoU2					0.893				
EoU3					0.888				
EoU4					0.895				
SR1						0.882			
SR2						0.926			
SR3						0.919			
SR4						0.922			
SR1							0.846		
SR2							0.884		
SR3							0.925		
SR4							0.747		
T1								0.894	
T2								0.903	
T3								0.872	
T4								0.882	
Uf1									0.898
Uf2									0.929
Uf3									0.922

Note: 1. Source - Author's computation

2. An (Attitude), BI (Behavioural Intention), QA (Quality Assurance), Qo (Quality Outcome), SR (Ease of Use), Sc (Security), SR (Service Reliability), T (Trust), Uf (Usefulness)

<Table 7> Fornell Lacker Criterian

	A	BI	Q	Qo	Sa	Sc	Se	T	Uf
Attitude	0.865								
Behavioral Intention	0.488	0.884							
Quality Assurance	0.302	0.341	0.835						
Quality Outcome	0.393	0.619	0.349	0.857					
Ease of Use	0.412	0.646	0.346	0.559	0.895				
Security	0.358	0.598	0.283	0.791	0.484	0.913			
Service Reliability	0.347	0.533	0.264	0.746	0.539	0.668	0.853		
Trust	0.344	0.388	0.437	0.402	0.397	0.372	0.376	0.888	
Usefulness	0.291	0.436	0.34	0.442	0.377	0.349	0.351	0.642	0.917

Note: Source - Author's computation

<Table 8> Hypothesis Results

	Unique sample (O)	Sample mean (M)	Standard deviation	T statistics	P values	Results
A -> BI	0.191	0.191	0.051	3.777	0.000	supported
QA ->Qo	0.093	0.094	0.033	2.812	0.005	supported
Qo -> BI	0.291	0.289	0.049	5.946	0.000	supported
SR -> BI	0.361	0.362	0.059	6.147	0.000	supported
Sc ->Qo	0.502	0.501	0.052	9.617	0.000	supported
SR ->Qo	0.373	0.375	0.046	8.034	0.000	supported
T ->Qo	0.294	0.292	0.048	5.846	0.000	supported
Uf -> BI	0.116	0.116	0.042	2.753	0.006	supported

Note: Basis - Author's computation

correlations is less than (0.85) (greatest) or (0.90) (decent), the scale will have discriminant validity (Fornell and Larcker, 1981; Henseler et al., 2015).

The findings in <Table 7> show that the likelihood of using Fin Tech Payment Services is greatly increased by the value people see in Fin Tech Payment Services. (β = 0.545, p $\leq$ 0.05), This offers assistance for H1. The insight of service quality worth is strongly positively correlated with the degree of confidence that investigations have in the accuracy of evidence referred by FinTech payment services. (β = 0.535, p $\leq$ 0.05) and the effectiveness of accepting (β = 0.174, p $\leq$ 0.05), This enables H2. The degree of

implementation issues has a very beneficial impact on the confidence that the queries have in the data offered by FinTech payment services. (β = 0.272, p < 0.05) (Gold et al., 2001). All hypotheses are well supported.

We used the bootstrapping process with sub-samples of 10,000 and the one-tailed test of various aspects related to a 95 percent level of significance (Hair et al., 2011). As a result, we assume consistency and convergent validity. The validity of the measures is explained by consuming discriminant validity. No collinearity difficulties were faced as the greatest value of inner VIFs is 3.76.
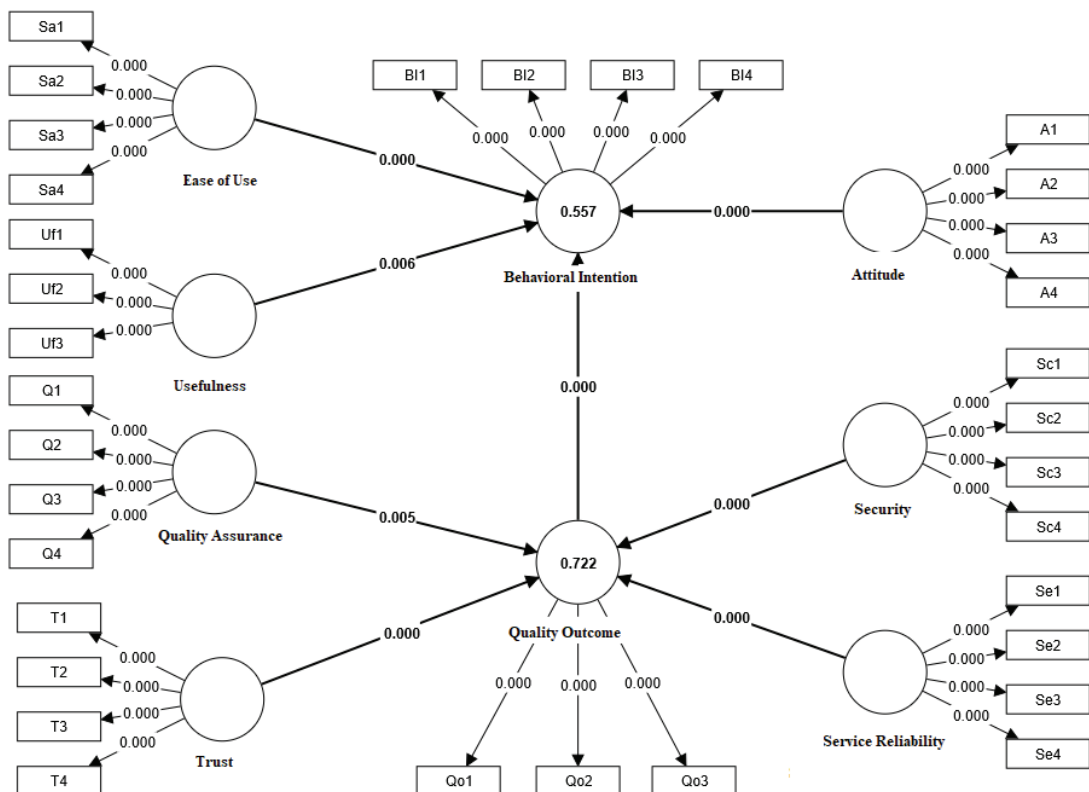
Ⅴ. Results

The study has exposed a constructive, solid connection between service quality and behavioral intention to use FinTech payment services. Studies have found that customers who perceive the service quality to be high are more likely to have a positive attitude toward using the service and intend to use it in the future (Sharma et al., 2023). On the other hand, customers who perceive the service quality to be low are less likely to use the service and may switch to other alternatives.

Therefore, FinTech payment service workers must emphasize improving service quality to increase customer satisfaction and usage. This is achieved by providing a reliable, secure, accessible, and efficient service and offering additional features and benefits that add value to the customer. By doing so, FinTech payment service providers can increase customer trust, confidence, and behavioral intention to use the service, leading to increased market share and revenue.

The SERVQUAL model's impact on behavioral intentions identified by TAM has been studied; the basic determination of the study is depicted. Understanding how to increase service quality to have a positive influence on behavioral intentions. Using the structural equation model, the hypothesized connection among the constructs was tested. <Figure 4>. Since the study involved testing the relationships between behavioral intention and service quality outcomes, the PLS-SEM method was the most

<Figure 4> Structural Model Effects

suitable to adopt. The hypothesized link among the constructs in the structural perfect model was examined using structural equation modeling. Service quality outcomes are vital to customers' behavioral intention to use FinTech payment services. Companies that offer high-quality services across multiple dimensions are likely to increase customer satisfaction, trust, and loyalty, ultimately leading to increased usage and adoption of FinTech payment services.

Ⅵ. Implications

The sample description must ensure the flaw in this study. This is because most study participants were well-educated and had sufficient computer, mobile, and Internet experience. However, this raises questions about how well the findings apply to various factors of the modern population, which differ in age, income, education, gender, and technological background. Aside from that, using a quantitative research method is difficult due to time and money constraints. Despite this, this quantitative study was completed, but if a qualitative or mixed approach had been used, the expected results would have been much more varied.

The results of this study make several contributions to theories (TAM and SERVQUAL models) about technology, quality outcomes, and behavioral intention in financial technology. First, FinTech provides faster and more practical payment solutions, raising the possibility of fraudulent transactions. Regulators must, therefore, be proactive in addressing the future problems brought on by the FinTech revolution. Accordingly, the government and FinTech companies must inform the public about using FinTech payment services.

Ⅶ. Limitations and Future Scope of the Study

This study exclusively utilized a quantitative research approach. While Partial Least Squares Structural Equation Modeling (PLS-SEM) is a quantitative analysis technique, integrating qualitative research methods, such as interviews or focus groups, can provide a deeper insight into users' perceptions and experiences concerning service quality outcomes in the FinTech sector. Future researchers are encouraged to incorporate qualitative or mixed methods approaches to overcome the limitations of relying solely on quantitative methods. The sample size for this study comprised 578 respondents. To enhance the generalizability of the study, the recommendation is that future research endeavors explore the feasibility of increasing the sample size. Numerous contextual factors, including the specific type of FinTech service, the regulatory environment, and the level of technological infrastructure in a particular market, may influence the impact of service quality on users' intentions. Therefore, future research should delve into these contextual factors to gain a more comprehensive understanding of how service quality interacts with various variables.

The Technology Acceptance Model (TAM) and SERVQUAL models primarily concentrate on the direct relationships between variables. Nevertheless, mediating and moderating factors may exert influence on the connection between quality outcomes and users' behavioral intentions. Subsequent research efforts could delve into these factors to acquire a deeper comprehension of the mechanisms underlying the influence of service quality on user intentions.

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◆ About the Authors ◆

Vikas Sharma

Vikas Sharma is working at the University School of Business, Chandigarh University, India. He has a master's degree in Commerce and Ph.D. in Finance. His research interests include Finance, Banking, Insurance and Risk.

Sanjay Taneja

Sanjay Taneja is currently working as a Associate Professor, Department of Management Studies, Graphic Era deemed to be University , Dehradun, India. He is Post Doc Fellow at Usak University Turkey and ICSSR Fellow (India), received his PhD, MBA (University Topper) and ADBM and currently working as an Associate Professor in the USB-BBA, Chandigarh University, Mohali, Punjab, India. His research areas are finance, banking and insurance. He has published his dozen of work in national and international journals (Scopus indexed/SCI indexed and UGC care listed) and two textbook, five edited books on different areas banking, social science and entrepreneurship. He also received awards from Indian University ICFAI and GKU towards the contribution in teaching and research. He is a Guest Editor of the special issues in JFRM (MDPI), IJSDP (IIETA) and Fintech (MDPI).

Munish Gupta

Munish Gupta is working at the University School of Business, Chandigarh University, India. He has a master's degree in Commerce and Ph.D. in Finance. His research interests include Finance, Banking, Insurance and Risk.

KshitizJangir

KshitizJangir is working at the ManipalUniversity, Rajasthan, India. He has a master's degree in Commerce and Ph.D. in Finance. His research interests include Finance, Banking, Insurance and Risk.

Ercan Özen

Ercan Özen received his BSc in Public Finance in 1994, MSc in Business-Accounting in 1997, and PhD in Business Finance in 2008 from the University of Afyon Kocatepe. Currently, he is an Associate Professor of Finance in the Department of Banking and Finance, Faculty of Applied Sciences, University of Uşak, Turkey. His current research interests include different aspects of finance. He has (co-)authored ten book chapters and more than 50 papers, more than 40 conferences participation, member in international program committee of three conferences and workshops. He is the Chair of International Applied Social Sciences Congress. He is an author and also a certificated accountant, member of Agean Finance Association and member of TEMA (Turkey Combating Soil Erosion, for Reforestation and the Protection of Natural Resources Foundation).